

**Amendments to the Claims:**

This listing of claims will replace all prior versions, and listings, of claims in the application:

**Listing of Claims:**

Claim 1 (currently amended): An apparatus comprising:

a processor; and  
memory storing computer readable instructions that, when executed by the processor,  
performs a method comprising: operable to  
determining a number of active terminals in an area based on data derived from a  
second wireless network;  
determining whether the determined number of active terminals meets a  
predefined threshold;  
in response to determining that the number of active terminals meets the  
predefined threshold, selecting content for delivery through a first wireless network, wherein the  
selection is made based on one or more user profiles associated with one or more active  
terminals in the area; and  
initiating delivery of the selected content through a the first wireless  
network in response to a criterion being met by data derived from a second wireless network,  
wherein the criterion is met when the data derived from the second wireless network  
exceeds a predetermined threshold value; and  
wherein the threshold value corresponds to a number of active terminals in a determined  
area.

Claim 2 (currently amended): An apparatus as claimed in Claim 1, the memory further  
comprising instructions for:

criterion establishing means operable to establish the criterion as a function of at least one  
indicia representative of user activity in the second wireless network categorizing the one or more  
active terminals in the area into a plurality of groups based on the one or more user profiles.

Claim 3 (currently amended): An apparatus as claimed in Claim 2, wherein:

~~the criterion establishing means is further operable to associate the criterion with particular content to be delivered over the first wireless network~~  
a first content item is selected for delivery for a first group of active terminals and a second content item is selected for delivery for a second group of active terminals of the plurality of groups.

Claim 4 (currently amended): An apparatus as claimed in Claim 3, wherein:

~~the processor is operable to initiate delivery of content whose associated criterion is met~~  
the threshold is defined based on a type of location associated with the area.

Claim 5 (canceled).

Claim 6 (previously presented): An apparatus as claimed in Claim 1, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to said second wireless network.

Claim 7 (previously presented): An apparatus as claimed in Claim 1, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 8 (previously presented): An apparatus as claimed in Claim 7, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 9 (currently amended): A system comprising:

a controller connected to first and second wireless networks, the controller including a processor operable to:

determine a number of active terminals in a determined area based on data derived from the second wireless network;

determine whether the number of active terminals in the determined area meets a predefined threshold;

in response to determining that the number of active terminals in the determined area meets the predefined threshold, selecting content for delivery through the first wireless network based on one or more user profiles associated with one or more active terminals in the determined area; and

initiate delivery of the selected content through the first wireless network—in response to a criterion being met by data derived from the second wireless network;

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value; and

wherein the data derived from the second wireless network is comprised of a level of user activity within the second wireless network; and

wherein the threshold value corresponds to a number of active terminals in a determined area.

Claim 10 (currently amended): A system as claimed in Claim 9, wherein the processor is further operable to:

categorize the one or more active terminals in the determined area into a plurality of groups based on the one or more user profiles~~the controller includes criterion-establishing means operable to establish the criterion as a function of at least one indicia representative of user activity in the second wireless network.~~

Claim 11 (currently amended): A system as claimed in Claim 9, wherein:

a first content item is selected for delivery for a first group of active terminals and a second content item is selected for delivery for a second group of active terminals of the plurality of groups~~the second wireless network includes a register of user activity data derivable by the controller.~~

Claim 12 (currently amended): A system as claimed in Claim 10, wherein:

the predefined threshold is defined based on a type of location associated with the determined area~~the criterion-establishing means is further operable to associate the criterion with a respective at least one content to be delivered by the first wireless network.~~

Claim 13 (previously presented): A system as claimed in Claim 9, wherein the content delivered through the first wireless network is provided by at least one source of content.

Claim 14 (canceled).

Claim 15 (previously presented): A system as claimed in Claim 9, wherein:

the data derived from the second wireless network comprises a number of connected user terminals to the second wireless network.

Claim 16 (original): A system as claimed in Claim 9, wherein:

the first wireless network is a unidirectional digital broadband network and the second wireless network is a bi-directional communications network.

Claim 17 (original): A system as claimed in Claim 16, wherein:

the unidirectional digital broadband network is a Digital Video Broadcast (DVB) network.

Claim 18 (currently amended): A method comprising:

monitoring user activity in a determined area of a second network relative to a criterion;  
and

selecting content for delivery based on one or more user profiles of one or more terminals in the determined area when the criterion is met; and

delivering the selected content to a the one or more terminals ~~of~~ through a first network ~~when the criterion is met,~~

wherein the criterion is met when data derived from the second network exceeds a predetermined threshold value, and

wherein the data derived from the second network ~~is comprised of~~ comprises a level of user activity within the determined area of the second network, ~~and~~

~~wherein the threshold value corresponds to a number of active terminals in a determined area.~~

Claim 19 (previously presented): A method as claimed in Claim 18, further comprising:  
associating the criterion with particular content to be delivered by the first network.

Claim 20 (cancelled).

Claim 21 (currently amended): A method as claimed in Claim ~~20~~18, wherein:  
the one or more user profiles ~~are~~<sup>is</sup> obtained by determining a pattern of use of the ~~second~~  
~~network by said user~~one or more terminals.

Claim 22 (canceled).

Claim 23 (previously presented): The method as claimed in Claim 18, wherein:  
the data derived from the second network comprises a number of connected user  
terminals to the second network.

Claim 24 (previously presented): A method as claimed in Claim 18, wherein:  
the first network is a unidirectional digital broadband network and the second network is  
a bi-directional communications network.

Claim 25 (original): A method as claimed in Claim 24, wherein:  
the unidirectional digital broadband network is a Digital Video Broadcast (DVB)  
network.

Claim 26 (currently amended): An apparatus comprising:  
a processor operable to:  
monitor user activity in a determined area of a bi-directional communications  
network relative to a criterion;  
select content for delivery based on one or more user profiles of one or more  
terminals in the determined area when the criterion is met; and  
- initiate delivery of the selected content via a wireless unidirectional digital  
broadband network to a-the one or more terminals in the determined area, wherein the criterion

~~corresponds to in response to~~ a number of user terminals in the determined area connected to a wireless bi-directional communications ~~area network~~ exceeding a predetermined threshold value.

Claim 27 (previously presented): An apparatus as claimed in Claim 26, wherein:

the processor is further operable to associate the predetermined threshold value with a particular content.

Claim 28 (currently amended): An apparatus as claimed in Claim ~~27~~<sup>26</sup>, wherein:

the predetermined threshold value ~~corresponds to a number of active user terminals in the determined area~~ is defined based on a type of location associated with the determined area.

Claim 29 (currently amended): A system comprising:

a controller connected to a wireless unidirectional digital broadband network and a wireless bi-directional communications network, the controller including a processor operable to:  
monitor user activity in a determined area of the bi-directional communications network relative to a criterion;

select content for delivery based on one or more user profiles of one or more terminals in the determined area when the criterion is met; and

- initiate delivery of content via the wireless unidirectional digital broadband network to a ~~the one or more terminals in the, wherein the criterion corresponds to determined area in response to~~ a number of user terminals in the determined area connected to the wireless bi-directional communications area exceeding a predetermined threshold value.

Claim 30 (previously presented): A system as claimed in Claim 29, wherein:

the processor is further operable to associate the predetermined threshold value with a particular content.

Claim 31 (currently amended): A system as claimed in Claim 30, wherein:

the predetermined threshold value ~~corresponds to a number of active user terminals in the determined area~~ is defined by a type of location associated with the determined area.

Claim 32 (currently amended): A system, comprising:

a controller connected to a wireless unidirectional digital broadband network and a wireless bi-directional communications network, the controller comprising:

a processor; and

memory storing computer readable instructions that, when executed, cause the processor to perform a method comprising:

storing a threshold value associated with content corresponding to user activity in a database,

monitoring user activity in the wireless bi-directional communications network, and

delivering ~~the~~ content to a terminal connected to the wireless unidirectional digital broadband network when the user activity exceeds the threshold value,

wherein the threshold value corresponds to a number of active terminals in a determined area, and wherein the delivered content is selected based on a user profile of the terminal.

Claim 33 (currently amended): A method comprising:

monitoring user activity in a wireless bi-directional communications network within an area; and

delivering content to a user terminal of a wireless unidirectional digital broadband network when a number of connected user terminals to the wireless bi-directional communications network within the area exceeds a predetermined threshold value, wherein the delivered content is selected based on a user profile of the user terminal.

Claim 34 (currently amended): A method as claimed in Claim 33, wherein:

the predetermined threshold value corresponds to a number of active user terminals in said area and wherein the predetermined threshold value is defined based on a type of location of the area.

Claims 35-38 (canceled).

Claim 39 (previously presented): A system as claimed in Claim 10, wherein the content delivered through the first wireless network is provided by at least one source of content.

Claim 40 (previously presented): A system as claimed in Claim 11, wherein the content delivered through the first wireless network is provided by at least one source of content.

Claims 41-44 (canceled).

Claim 45 (previously presented): An apparatus as claimed in Claim 1, wherein the content is an advertisement.

Claim 46 (previously presented): An apparatus as claimed in Claim 1, wherein the data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 47 (previously presented): An apparatus as claimed in Claim 1, wherein the processor is further operable to initiate delivery of content through the first wireless network in response to a second criterion being met by second data derived from the second wireless network.

Claim 48 (previously presented): An apparatus as claimed in Claim 47, wherein the second data derived from the second wireless network comprises a geographic location of user terminals connected to the second wireless network.

Claim 49 (currently amended): An apparatus comprising:

means for initiating delivery of content through a first wireless network in response to a criterion being met by data derived from a second wireless network,

wherein the criterion is met when the data derived from the second wireless network exceeds a predetermined threshold value,

wherein the data derived from the second wireless network is comprised of the total level of user activity within a determined area of the second wireless network, and



wherein the threshold value corresponds to a number of active terminals in ~~a~~the  
determined area, and

wherein the content is selected based on a user profile associated with a terminal in the  
determined area.

Claim 50 (currently amended): An apparatus comprising:

means for initiating delivery of content via a wireless unidirectional digital broadband  
network to a determined area in response to a number of user terminals in the determined area  
connected to a wireless bi-directional communications area exceeding a predetermined threshold  
value,

wherein the threshold value corresponds to a number of active terminals in the  
determined area, and

wherein the content is selected based on a user profile of a terminal in the determined  
area.

Claim 51 (new): The apparatus of claim 1, wherein initiating delivery of the selected content  
through the first wireless network includes transmitting the selected content to at least one  
terminal in the area through the first wireless network without use of the second wireless  
network.